



Pablo Center at the Confluence

## **Marketing & Communications Manager**

Position Description

### **JOB SUMMARY:**

Reporting to the Executive Director, the Marketing and Communications Manager: Provides the vision for, and leads the implementation of, a marketing and communication strategy that ensures the achievement of Pablo Centers annual and long-term goals, consistent with our Core Purpose and Core Values. Organize, direct, manage, develop and lead the Marketing and Communication vendors/teams to create and implement programs, products, campaigns and initiatives to drive increased engagement with the Pablo Center as well as its new and existing Members. Develop and implement strategies that maintain Pablo Center market leading stance as a hub for the creative economy within Northwest Wisconsin.

### **PRINCIPAL DUTIES AND RESPONSIBILITIES**

- Own and manage branding through all channels, ensuring consistent and effective brand expression through all touch points with patrons, members, and artists
- Drive the marketing strategy as it relates to the brand and products/services, market positioning, messaging, and advertising, utilizing personalized persuasive marketing across all platforms and touchpoints to deliver effective and sustainable attendance and membership growth. Provide tactical execution and leadership necessary to ensure that Pablo Center leverages growth opportunities and meets or exceeds our business goals.
- Demonstrate strong patron, constituent and member focus to ensure the overall strategic positioning of marketing aligns with the industry and continues to ensure that the audience base is engaged, and attendance/membership growth continues.
- Create and communicate a crisp, clear, consistent, and compelling message that establishes and protects the centers brand identity. Give the brand a distinctive personality that aligns with the Membership in the marketplace and supports the value proposition to Members and our communities.
- Establish and implement marketing initiatives and advertising campaigns that allow for increased awareness and engagement of shows, educational programs, events and services along with driving calls to action for member acquisition.
- Collaborate across all Pablo Center functions to ensure mutual understanding of marketing plans, requirements, along with establishing brand standards, KPIs, and benchmarks for measuring and valuing the impact to member acquisition and overall audience growth.
- Develop and implement brand tools and guidelines. Provide brand support and lead internal brand evangelism and training efforts to ensure marketing campaigns and activities are internalized and supported across the organization.
- Analyze and translate market and competitive data predictively and retroactively to achieve an exceptional experience for patrons and drive the achievement of Pablo Centers business objectives.

**EMAIL** [careers@pablocenter.org](mailto:careers@pablocenter.org) **SOCIAL** [PabloCenterEC](#)  
**ADDRESS** 128 Graham Ave / Eau Claire WI 54701 **WEB** [pablocenter.org](http://pablocenter.org)

- Collaborate with Patron Relations to incorporate member focus groups from a geographical, demographical and psychographic perspective by utilizing current Members and prospective Members to test campaign design and product/service recommendations.
- Develop and implement a marketing & communication strategy, for the business development team, that will open doors, build awareness, drive referrals that convert to new growth for the business sponsorship area.
- Select appropriate vendors, managing contracts and relationships, to identify and apply solutions for customer acquisition, conversion, and website optimization. Retain brand ownership when working with agencies.
- Prepare, monitor, and track to an annual Marketing & Communications budget. Carefully manage expenses. Drive efficiencies into department processes and programs.
- Define goals and metrics to analyze and report on the ROI of marketing and communications initiatives.
- Collaborate and communicate with internal departments to effectively market products and service.
- Build and lead a high performing Marketing team who work together with a shared understanding of Pablo Center's strategy and goals, and who collaborate with other departments in their achievement. Lead in a manner that fosters strong engagement. Adopt and meet all assigned performance management goals and objectives.
- Communicate and live Pablo Centers core purpose, values and experience statements daily. These all define and drive our organizational culture.

#### **REQUIRED COMPETENCIES:**

*The following leadership core competencies are required of all Pablo Center Leaders. Leaders will be required to be able to demonstrate these skills for this position.*

#### **Communication**

- Succinct, consistent, supportive, and transparent communication is utilized with all levels of the organization, regardless of the nature of the messages.
- Goals and information are shared in a direct, honest, and straightforward manner, to ensure there are no unnecessary surprises and all Pablo Center staff are on the same page.
- Constructive feedback is encouraged, and willingly accepted, and respectful debate is viewed as vital to effective communication.
- Actively listens, is available to team members, asks open-ended questions, and considers all options.
- Takes responsibility for decisions they make or participate in, regardless of whether the outcomes are successful.

#### **Guiding and Developing Staff**

- Creates development opportunities by delegating and engaging team members in opportunities around the organization. Provides team members the freedom to work independently to take informed risks and make mistakes, while providing effective feedback and guidance to grow and develop.
- Shows empathy, compassion, and care for team members throughout their development, starting with a positive, engaging, on-boarding experience.
- Sets high, but achievable, performance expectations, and holds others accountable for achieving results. This includes providing frank, meaningful feedback when improvement is required, but not micromanaging.

- Provides clarity of desired outcomes, and guides others in accomplishing work objectives.
- Shows sincere appreciation and recognition to team members across the organization for achieving goals, milestones, and/or living the Core Purpose and Core Values. This recognition is conducted both formally and informally.

### **Execution**

- Makes things happen; follows through and delivers on their own projects, tasks, and commitments, and produces results.
- Removes obstacles to allow others to deliver on their commitments and goals and enables others to take ownership.
- Works to develop effective goals and continues to ensure the right goals are set.
- Leads and drives continuous improvement to continually nurture the Member and team member experience.

### **Collaboration**

- Develops networks, engages in cross-functional activities, and collaborates across boundaries, demonstrating curiosity, valuing diversity and individual differences, and finding common ground to build strategic relationships and achieve common goals.
- Establishes a safe environment where all opinions can be expressed, discussed, and debated, while preserving and strengthening relationships. Optimal solutions are identified and executed.

### **EDUCATION AND/OR EXPERIENCE:**

- Bachelor's Degree with emphasis in Marketing, Communications, Business and/or a related field.
- A minimum of five years of work experience in marketing and/or communications; preferably both ideally in a performing art setting.
- Graphic design experience is required.

### **INTERESTED CANDIDATES:**

Please submit a Cover Letter, Resume, and References to [careers@pablocenter.org](mailto:careers@pablocenter.org) This position has a preferred applications deadline of March 7<sup>th</sup>, 2019. Review of applications will begin on March 8<sup>th</sup>, 2019 and continue until the position is filled.